

2025

ANNUAL REPORT



Celebration of Purchasing Our Office



a message from the **EXECUTIVE DIRECTOR**

As our region continues to grow at an unprecedented pace, our chamber has focused on not only keeping up, but staying ahead by creating meaningful opportunities, strengthening regional connections, and delivering real value to our members. From new initiatives to expanded partnerships, 2025 was a year where momentum turned into impact, and I am incredibly proud of what we accomplished together.

We started the year with the launch of our inaugural Business Leadership Conference, bringing together over 100 leaders from across our region to share insights, build relationships, and strengthen their organizations. We were especially honoured to welcome Don Bell, co-founder of WestJet as our keynote speaker, with the theme *Soaring to New Heights*. The overwhelmingly positive response reinforced the need for high-level leadership programming in our region. This has become a personal focus as I continue to connect with major employers to ensure we deliver relevant and impactful leadership opportunities.

In the spring, our Airdrie Regional Home & Lifestyle Show also reached new heights as a sold-out event, welcoming thousands of attendees over the weekend. This flagship event remains a cornerstone for connecting our business community with residents, showcasing local innovation, and supporting economic growth. We introduced our *"Rising Star"* talent show, adding an exciting and interactive element that created buzz on the show floor while highlighting local talent.

Workforce development remained a priority in 2025, as both our province and region continue to face a tremendous need to build and strengthen our workforce. Through our ongoing partnership with Prospect Human Services, we supported a major spring regional job fair that connected hundreds of job seekers with employers, helping address workforce challenges and support long-term economic resilience.

Throughout the year, we delivered an average of three to four events per month, from Chamber Connections and Women in Business to our Golf Classic and Business Awards, providing consistent opportunities for engagement. Through a mix of networking, educational, and advocacy-focused programming, we continue to align our offerings with the evolving needs of our over 625 members.

We also focused on our Chamber Perks App. Designed to connect our community with exclusive offers from our members, the app is a valuable tool for both businesses and residents. Over the summer months we produced over 25 promotional videos, spotlighting the app while showcasing some of our incredible retail members.

We also strengthened our regional presence with the addition of a Regional Engagement Coordinator, a contract role dedicated to growing relationships and opportunities within Rocky View County. This investment reflects our commitment to supporting businesses beyond city boundaries and fostering stronger regional collaboration.

A significant milestone this year was the purchase of our Chamber office space! This investment represents more than just a physical location, it reflects our long-term commitment to stability, and growth. Establishing a permanent home allows us to better serve our members and continue building a Chamber positioned for future success.

On a personal note, I was honoured to continue serving as President of the Chamber of Commerce Executives of Alberta. Representing our region at the provincial level allows me to promote what we do in our community while collaborating with chamber leaders across Alberta.

None of this would be possible without the dedication of our Chamber team, Tammy, Cheryl, Ally, and now Dana, as well as our outstanding Board of Directors and committees. Their leadership and commitment continue to guide our success.

Airdrie and the surrounding region remain entrepreneurial, and full of opportunity. The most rewarding part of my role is connecting with the incredible individuals who drive this success every day.

2025 has been a year of incredible momentum. Together, we are building a stronger, more connected business region than ever before. Thank you for choosing to be part of our vibrant chamber community!

Sincerely,
Marilynne Aalhus



Business Leadership Conference



Airdrie Regional Home & Lifestyle Show



Annual Chamber Golf Classic



a message from the **BOARD PRESIDENT**

When I look back on 2025, what stands out most isn't any one initiative or event, it's how much we accomplished by working together. The Chamber continues to prove that there is real strength in numbers, especially when we stay focused on what matters most to our business community.

This year, we continued to lean into our role as a truly regional Chamber. Supporting businesses in Airdrie, and Rocky View County - specifically the Balzac area, is essential. Our members operate across municipal boundaries every day, and our work needs to reflect that reality. We made important progress strengthening our relationship with Rocky View County Council and positioning the Chamber as a partner in supporting business across the region.

One of our milestones of the year was closing on the purchase of our Chamber building. After a long search for the right space and a lot of work behind the scenes, this was both exciting and relieving. More importantly, it was a smart, long-term decision. We've invested in our future and created stability for the organization moving forward.

Advocacy remained a priority throughout the year. Through the work of our Advocacy Committee and the input shared at roundtables, we were able to bring forward key issues directly to Council and continue meaningful conversations with the City of Airdrie about how we can better support local businesses and future opportunities. These discussions matter, and they're strongest when they're informed by real experiences from our members.

Our events also continued to be a strong point in 2025. From our larger signature events, including the Business Awards, Leadership Conference, Golf Tournament, Home & Lifestyle Show, and Women in Business - to the many smaller events and workshops, the Chamber continued to create opportunities for connection, learning, and support. The consistent engagement we see at these events is a testament to the strength of our business community.

Attending the Alberta Chambers of Commerce AGM in Medicine Hat was another highlight for me personally. The education, connections, and policy discussions reinforced just how important collaboration is across chambers. Seeing how local chambers work together to influence change at multiple levels of government was a powerful reminder of the impact we can have when we show up with a unified voice.

As we move forward, I'm confident in the group of Board members stepping on up through their journey in the executive track and taking on expanded leadership roles. Their commitment and perspective will serve the Chamber well. As well, to welcoming new Board members and the fresh insight they'll bring. I'm grateful for the strong foundation built by the board members and Presidents who came before me, their leadership and guidance have shaped the Chamber into what it is today. Strong leadership - past, current, and future - is what keeps this organization moving in the right direction.

None of this work happens without dedicated people behind it. I want to sincerely thank our Chamber staff, our Board and committee volunteers, our sponsors, and our members. Your time, energy, and commitment are what make this organization work.

I'm proud of what we accomplished in 2025, and I'm optimistic about what's ahead.

Thank you for being part of the Airdrie Regional Chamber of Commerce.

Sincerely,
Carmen Richards



Future Forward Chamber Connections



Chamber Connections



Holiday Luncheon

MEMBERSHIP

From welcoming new members and featuring our Influencers on social media and in our newsletter, to sharing member events, news, job postings and more - **Action through Connection** is what we do best!

148
NEW MEMBERS



Growth 24%



Retention 58%

639 members

EVENTS

Annual events like the Airdrie Regional Home & Lifestyle Show and the Airdrie Regional Business Awards, along with signature series such as Business After Hours and Chamber Connections, brought together businesses and individuals from more than 20 industries to connect, collaborate and celebrate our local business community.

- 21** Grand Openings & Milestone Celebrations + **OURS!**
- 23** Member and Alberta Chambers of Commerce Events
- 7** Meet Your Chamber Events
- 5** Chamber Connections - Networking Events (2x Under 40)
- 3** Advocacy Roundtables
- 3** Business Before/After Hours
- 2** Municipal Election Forums (Airdrie & Rocky View County)
- Airdrie/Cochrane Federal Election Forum
- Airdrie Regional Business Awards Gala
- Airdrie Regional Home & Lifestyle Show
- Annual Chamber Golf Classic
- Annual General Meeting
- Board Appreciation
- Business Leadership Conference
- Conversation with Council
- Holiday Luncheon
- Job Fair in partnership with Prospect Human Services
- Minister's Luncheon
- Women in Business Conference
- Sponsor/Volunteer Appreciation
- State of the City with Mayor Brown



Conversation & Luncheon with Minister Schow



Airdrie Regional Business Awards



Chamber Connections



Annual General Meeting

MARKETING

In 2025, we focused on elevating our visibility and strengthening member engagement through a strategic marketing approach. We enhanced our digital presence with regular website updates and engaging social media campaigns highlighting members, events, and initiatives. Weekly newsletters delivered timely opportunities, while targeted advertising supported strong event attendance. We also promoted the Chamber Perks App through dedicated campaigns and drove community engagement with shop local contests. Collaborative promotions with local media and partners further expanded our reach and reinforced our role as a connector, champion, and advocate for a thriving business community.



3896 (+9%)



3220 (+16%)



1522 (+13%)



109 (NEW!)



64



Exclusive Facebook Community
300 members



12 Value Add Programs



5 Media Partners



Chamber Perks App

134 Perks offered (+123%)

87/620 Members offered perks (+93%)

8622 Total Perk views (+636%)



Video Campaign

27 Videos produced featuring businesses and local influencers showing how to redeem perks



Shop Local Contests (Businesses participated)

20 Airdrie Regional Home & Lifestyle Show

4 Golf Classic

13 airdrieFEST

21 Perks & Presents Holiday Campaign

PROUD PARTNERSHIPS

- Airdrie Business Supports Organizations • Airdrie Resource Council
- Alberta Chambers of Commerce • Canadian Chamber of Commerce



Airdrie Regional Business Award Winners

ADVOCACY

We are stronger together, and through our collective voice, we help shape policies and economic priorities that matter to our business community. Guided by member input and our advocacy committee, we advocate at all levels of government and act as a trusted voice locally and in the media, supporting businesses as they grow and adapt in an evolving economy.

Key highlights:

- Hosted member roundtables and surveys, including the Alberta Chambers of Commerce Alberta Perspectives surveys, to better understand and represent the needs of our business community.
- Met directly with Airdrie and Rocky View County Council members, MLAs, and our MP to discuss key business priorities and local economic challenges.
- Actively contributed to policy development and voting through participation in Alberta Chambers of Commerce and Canadian Chamber of Commerce policy sessions.
- Continued to host events such as All Levels of Government panels and minister engagements, creating meaningful opportunities for members to connect with decision-makers and have their voices heard.



THANK YOU 2025 SPONSORS

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Airdrie Alarm & Surveillance
Airdrie Economic Development
Airdrie Eyecare Centre
Airdrie Music Lessons
Airdrie Public Library
Airdrie Registry
airdielife magazine
Ambition Performing Arts
Ark Renewable Energy
ASAP Windows & Doors
Ascend LLP
ATB Financial
ATCO
Black Valuation Group Ltd.
Blackstone Commercial Real Estate Services
Blue Grass Nursery, Sod & Garden Centre
Bow Valley Credit Union
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